



## Media Release

**Embargoed**  
**24 June 2020**  
**08h45 Benin**

### ***BENIN'S BEST BRANDS:*** ***SOBEBRA RECOGNISED AS MOST ADMIRER BENIN BRAND.***

- SOBEBRA IS THE MOST ADMIRER BENIN BRAND
- ORTB IS THE MOST ADMIRER BENIN MEDIA BRAND
- CLCM IS THE MOST ADMIRER BENIN FINANCIAL SERVICES BRAND
- BANK OF AFRICA (BOA) IS THE MOST ADMIRER FINANCIAL SERVICES BRAND IN BENIN
- DANGOTE IS THE MOST ADMIRER AFRICAN BRAND IN BENIN
- NIKE IS THE OVERALL MOST ADMIRER BRAND IN BENIN

**Porto-Novo, Benin, 24 June 2020:** Local beverage brand, Sobebra, was today recongized as the most admired benin brand. The inaugural *Benin's Best Brands*, announced in a virtual event hosted by Opinion and Public in partnership with Brand Africa, are based on the **2020 Brand Africa 100: Africa's Best Brands** research and ranking of brands across Africa. The global results were released on Africa Day, 25 May 2020.

Post the virtual announcement, the leading Benin brands were recognised at a reception hosted at Opinion & Public offices and attended by a few representatives of the leading brands and media representatives in compliance with the country's Covid regulations for public gatherings.

Sobebra leads the local listing that included IRA at #2, Palmida at #3, Lolo Andoch at #4 and Ma Tanti at #5. Nigerian conglomerate, Dangote was recognized as the #1 African brand in Benin ahead of South Africa's telecommunications giant MTN at #2 and Benin's personal care brand Palmida at #3, with Lolo Andoch at #4 and Nanawax rounding off the Top 5.

Global sport and lifestyle brand, Nike is the most admired brand overall in Benin, a positon it has retained across the continent for 3 years running.



environment and consumer who demands more from their brands.” Kantar has been the insight lead for Brand Africa since it’s inception in 2010.

“The reach and accessibility of mobile across the continent enabled us to survey respondents across a representative sample of countries quickly and effectively, giving us vital and timeous results at a critical time,” said Caitlin van Niekerk, Global Client Development Manager, GeoPoll.

The Brand Africa 100 global results are published in the June issue of the African Business magazine and is available online to subscribers on [www.africanbusinessmagazine.com](http://www.africanbusinessmagazine.com)

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## MOST ADMIRED BRANDS IN BENIN



Rank	Brand	Category	Country of Origin
1		Sport and Fitness	
2		Electronics/Computers	
3		Apparel	
4		Sport and Fitness	
5		Electronics/Computers	
6		Telecoms	
7		Luxury	
8		Auto-Manufacture	
9		Retail	
10		Telecoms	

# MOST ADMIRED BENIN BRANDS



Rank	Brand	Category	Country of Origin
1	SOBEBRA	Alcoholic Beverages	
2	IRA	Non-Alcoholic Beverages	
3	Pal mida	Personal Care	
4	LOLO	Apparel	
5	nanawax	Apparel	
6	Prestige	Food	
7	Tambour	Alcoholic Beverages	
8	TS	Alcoholic Beverages	
9	TOLARO GLOBAL	Agriculture	
10	Retail	Retail	

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# MOST ADMIRED AFRICAN BRANDS IN BENIN




















Rank	Brand	Category	Country of Origin
1	DANGOTE	Consumer Non-Cyclical	
2	MTN	Telecoms	
3	LOLO	Apparel	
4	Pal mida	Personal Care	
5	nanawax	Apparel	
6	CONFORTEX	Household	
7	TAMBOUR ORIGINAL	Alcoholic Beverages	
8	natura	Personal Care	
9	Retail	Retail	
10	KEEXS	Footwear	

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# MOST ADMIRED FINANCIAL BRANDS IN BENIN























Rank	Brand	Category	Country of Origin
1	 BANK OF AFRICA	Financial	
2	 Ecobank <small>The Pan-African Bank</small>	Financial	
3	 UBA <small>United Bank for Africa</small>	Financial	
4	 STANDARD BANK	Financial	
5	 SAHAM	Financial	
6	 Sudab	Financial	
7	 BANQUE ATLANTIQUE	Financial	
8	 PADME <small>Systeme Financier Decentralise</small>	Financial	
9	 NSIA <small>BANQUE</small>	Financial	
10	 VISA	Financial	

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# MOST ADMIRED MEDIA BRANDS IN BENIN



Rank	Brand	Category	Country of Origin
1	 Ortb	Media	
2	 CANAL+	Media	
3	 GOLFE TV AFRICA	Media	
4	 Soleil fm 106.3	Media	
5	 BBC	Media	
6	 FRANCE 24	Media	
7	 La Nation	Media	
8	 LE MATINAL <small>Le quotidien panafricain</small>	Media	
9	 SIKKA	Media	
10	 FRATERNITE	Media	

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# MOST ADMIRED BENIN MEDIA BRANDS



Rank	Brand	Category	Country of Origin
1		Media	
2		Media	
3		Media	
4		Media	
5		Media	
6		Media	
7		Media	

# MOST ADMIRED NON-BENIN MEDIA BRANDS



Rank	Brand	Category	Country of Origin
1		Media	
2		Media	
3		Media	
4		Media	
5		Media	

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## BRAND AFRICA

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Brand Africa is an intergenerational movement to inspire a great Africa through promoting a positive image of Africa, celebrating its diversity and driving its competitiveness. It is a brand-led movement which recognizes that in the 21st century, brands are an asset and a vector of image, reputation and competitiveness of nations. Brand Africa seeks to inspire a brand-led African renaissance.

Brand Africa 100: Africa's Best Brands is a Brand Africa initiative to survey, rank and recognize the best brands in Africa.

Brand Africa is an independent Non-Profit Organisation registered in the Republic of South Africa (NPC 2013/146300/08) and a signatory to the *Independent Code of Governance for Non-Profit Organisations in Africa* ([www.governance.org.za](http://www.governance.org.za)).

[www.brand.africa](http://www.brand.africa)

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## BA 100 PARTNERS

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### Brand Leadership

Brand Leadership is a pan-African brand development, integrated marketing communications and activation partner for decision-makers invested in Africa. Established in 2002, *Brand Leadership* has over the years delivered solutions that respond to African conditions, needs and ambitions for brands in the private and public sectors across Africa [www.brandleadership.africa](http://www.brandleadership.africa)

### GeoPoll

GeoPoll is a leader in providing fast, high quality market research from areas that are difficult to access using traditional methods. Working with clients including global brands, media houses, and international development groups, GeoPoll facilitates projects that measure ROI of TV advertisements, demonstrate demand for new products, and assess food security around the world. GeoPoll combines a robust mobile surveying platform that has the ability

to conduct research via multiple modes with a database of over 250 million respondents in emerging markets around the globe. Strengths lie in GeoPoll' s ability to target extremely specific populations, deploy surveys remotely, and provide expert guidance on how to collect accurate, reliable data through the mobile phone. [www.GeoPoll.com](http://www.GeoPoll.com)

#### **Kantar**

Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think , feel act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology we help our clients understand people and inspire growth. [www.kantar.com](http://www.kantar.com)

#### **BCW**

BCW (Burson Cohn & Wolfe), one of the world's largest full-service global communications agencies, is in the business of moving people on behalf of clients. Founded by the merger of Burson-Marsteller and Cohn & Wolfe, BCW delivers digitally and data-driven creative content and integrated communications programs grounded in earned media and scaled across all channels for clients in the B2B, consumer, corporate, crisis management, CSR, healthcare, public affairs and technology sectors.

BCW Africa is a truly African agency with a leading global parent and a 30-year heritage of partnership with clients, staff and its extended team. Johannesburg – based BCW boasts an unparalleled reach across Africa through BCW Africa, our network of affiliates across the continent, and international best practice expertise and a global footprint through BCW globally. Our African network, which covers 50+ African countries, is based on partnerships which span more than two decades with local agencies highly regarded in their markets.

BCW is a part of WPP (NYSE: WPP), a creative transformation company. For more information, visit [www.bcw-global.com](http://www.bcw-global.com)

#### **African Media Agency**

AMA is a multilingual pan-African Communications agency with a deep knowledge and understanding of the continent. It is recognized as an authoritative source of news for the most influential media houses in every African country. [www.amediaagency.com](http://www.amediaagency.com)

#### **African Business**

African Business is the best-selling pan-African business magazine with an award-winning team widely respected for its editorial excellence. It provides the all-important tools enabling decision makers to maintain a critical edge in a continent that is changing the world. African Business special reports profile a wide range of sectors and industries including transport, energy, mining, construction, aviation and agriculture. [www.africanbusinessmagazine.com](http://www.africanbusinessmagazine.com)